

Art Unit: 2161

Regarding to claim 58, Kenney discloses a method of presenting at least one product configuration, comprising the acts of:

providing at least one three-dimensional representation of a second product, said at least one presentation of said second product modifying said at least one presentation of said first product (see col. 6, lines 55-65).

Kenney does not explicitly discloses providing at least one three-dimensional representation of a first product, said three-dimensional representation of a sub-product of said first product, said at least one presentation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product.

However, Burke discloses a three-dimensional presentation of product for online shoppers (see page 10, paragraph 5).

Foley discloses method of rotating three-dimensional object (see pages 181-182).

Official Notice is taken that presenting product and sub-product for shoppers (i.e. interior of a product) is old and well known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include a sub-product to the first product with the three-dimensional and rotational features of Burke and Foley to Kenney for the purpose of providing shoppers simulated real life presentation of product without physically at the marketplace.

Art Unit: 2161

Kenny does not explicitly disclose said request comprising user-selected alteration of physical product exterior/interior options and said product.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according to consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision, consumer would want to be presented with the vehicle of their choices in complete components when doing comparison shopping online.

Regarding to claim 59, the claimed invention is similar to claim 2 and therefore the same rejection applied.

Regarding to claim 60, the claimed invention is similar to claim 32 and therefore the same rejection applied.

Regarding to claim 61, the claimed invention is similar to claim 33 and therefore the same rejection applied.

Art Unit: 2161

Regarding to claim 62, the claimed invention is similar to claim 34 and therefore the same rejection applied.

Regarding to claim 63, the claimed invention is similar to claim 35 and therefore the same rejection applied.

Regarding to claim 64, the claimed invention is similar to claim 36 and therefore the same rejection applied.

Regarding to claim 65, Kenney discloses a method of presenting a product configuration over a network, comprising the acts of:

providing a data center (see col. 2, lines 10-16);

providing a network connection between said data center and a buyer terminal (see col. 2, lines 13-20);

transmitting a definition of a product display screen from said data center to said buyer terminal, said product display screen includes a product presentation (see col. 2, lines 16-20).

receiving a request to change said product presentation; and

modifying said definition of said product display screen according to said request to change said product presentation (see col. 6, lines 55-65).

Kenney does not explicitly disclose providing at least one three-dimensional representation of a product capable of illustrating multiple perspective views of said product by rotating said three-dimensional representation of the product;

Art Unit: 2161

However, Burkes discloses three-dimensional presentation of products offered for Internet shoppers (see page 10, paragraph 5, means for product storage media is inherently required in order to display three-dimensional products on merchant's web pages).

Foley discloses method for rotating three-dimensional objects (see pages 181-182).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Burkes' three-dimensional products and Foley's rotational feature to Kenny's virtual shopping system for the purpose of providing shoppers simulated real life presentation of products before purchasing decision is made online.

Kenny does not explicitly discloses said request comprising user-selected alteration of physical product exterior/interior options and said changed product presentation comprising said user selected alterations of physical product exterior/interior options.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision,

Art Unit: 2161

consumer would want to be presented with the vehicle of their choice in complete components when doing comparison shopping online.

Regarding to claim 66, Kenney discloses the product configuration viewer apparatus comprising:

means for providing at least one three-dimensional representation of a product capable of illustrating multiple perspective views of said product by rotating said three-dimensional representation of the product;

means for transmitting a definition of a product display screen to a buyer terminal, said product display screen includes presentation (see col. 4, lines 63-67);

means for receiving a request to change said product presentation (see col. 6, lines 58-62);  
and

means for modifying said definition of said product display screen according to said request to change said product presentation (see 64-67).

Kenny does not explicitly disclose said request comprising user-selected alteration of physical product exterior/interior options and said changed product presentation comprising said user selected alterations of physical product exterior/interior options.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching

Art Unit: 2161

of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision, consumer would wants to be presented with the vehicle of their choices in complete components when doing comparison shopping online.

### ***Response to Arguments***

4. Applicant's arguments with respect amended claims have been considered but are moot in view of the new ground(s) of rejection. The newly amended claims are incorporated in the above rejected claims.

Regarding to Applicants challenging the Examiner taking of the Official Notice regarding to changing color of display, changing from 1 product to multiple products, displaying both product and interior of the product. Several references supporting said Official Notice are enclosed herewith.

### ***Conclusion***

5. Claims 1-66 are rejected.

Art Unit: 2161

6. **Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

**or faxed to:**

(703) 305-9051, (for formal communications intended for entry)

**Or:**

(703) 305-0040, (for informal or draft communications, please label  
"PROPOSED" or "DRAFT")

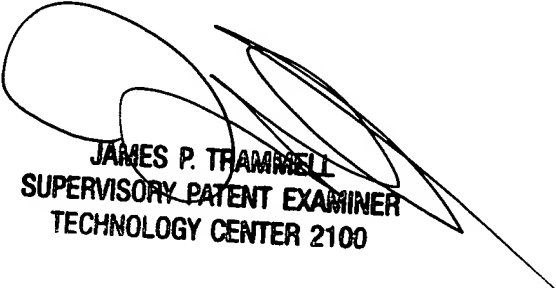
Hand-delivered responses should be brought to Crystal Park II, 2021  
Crystal Drive, Arlington, VA., Sixth Floor (Receptionist).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tongoc Tran, whose telephone number is (703) 305-8967 and whose e-mail address is Tongoc.Tran@uspto.gov. The examiner can normally be reached on Monday through Friday from 8:30 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached at (703) 305-9768. The fax phone number for this Art Unit is (703) 305-0040.

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703) 305-3900.

TT  
28Feb01



JAMES P. TRAMMELL  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2100

# Office Action Summary

Application No.  
09/251,218

Applicant(s)  
Ellis et al.

Examiner  
Tongoc Tran

Group Art Unit  
2161



☒ Responsive to communication(s) filed on Dec 11, 2000

☒ This action is **FINAL**.

☐ Since this application is in condition for allowance except for formal matters, **prosecution as to the merits is closed** in accordance with the practice under *Ex parte Quayle*, 35 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire 3 month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

## Disposition of Claim

☒ Claim(s) 1-66 is/are pending in the application

Of the above, claim(s) \_\_\_\_\_ is/are withdrawn from consideration

☐ Claim(s) \_\_\_\_\_ is/are allowed.

☒ Claim(s) 1-66 is/are rejected.

☐ Claim(s) \_\_\_\_\_ is/are objected to.

☐ Claims \_\_\_\_\_ are subject to restriction or election requirement.

## Application Papers

☐ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on \_\_\_\_\_ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on \_\_\_\_\_ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some\* ☒ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) \_\_\_\_\_

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\*Certified copies not received: \_\_\_\_\_

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

## Attachment(s)

☒ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). \_\_\_\_\_

☐ Interview Summary, PTO-413

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

— SEE OFFICE ACTION ON THE FOLLOWING PAGES —



Art Unit: 2161

### DETAILED ACTION

1. This Office Action is in response to Applicants' amendment filed on 12/11/2000. Claims 1, 17, 30, 37, 38, 58, 65, 66 are amended. Claims 1-66 are presented for examination.

#### *Claim Rejections - 35 USC § 103*

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(f) or (g) prior art under 35 U.S.C. 103(a).

3. Claim 1-66 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kenney (U.S. Patent No. 6,026,376) in view of Burke ("Do You See What I See? The Future of Virtual Shopping", Journal of the Academy of Marketing Science, v25n4, PP: 352-360 Fall 1997) and

Art Unit: 2161

Foley et al. (hereinafter Foley) ("Introduction to Computer Graphics", Addison-Wesley Publishing Company, Inc., 1993) and Mills et al., (hereinafter Mills) ("Manufacturing goes virtual", Computer Aided Engineering", 1998) and Gottschalk et al. (hereinafter Gottschalk) ("Engineers Mine the Online World").

Regarding to claim 1, Kenny discloses a product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal (see col. 2, lines 13-20, col. 4, 33-35), said data center configured to received at least one request to change a product presentation from said buyer terminal (see col. 2, lines 15-20, col. 6, lines 55-65);

a product display module operably connected to said storage media and configured to execute in said data center, said product display module including a definition of a product display screen accessible by said buyer terminal (see col. 5, lines 44-65, col. 6, lines 1-3), said product display module configured to receive a request to change a product presentation through said product display screen, said product display module configured to display the changed product presentation in said product display screen by modifying said definition of the product display screen (see col. 6, lines 55-65).

Kenny does not explicitly discloses at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product by rotating said three-dimensional representation of the product.

Art Unit: 2161

However, Burkes discloses three-dimensional presentation of products offered for Internet shoppers (see page 10, paragraph 5, means for product storage media is inherently required in order to display three-dimensional products on merchant's web pages).

Foley discloses method for rotating three-dimensional objects (see pages 181-182).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Burkes' three-dimensional products and Foley's rotational feature to Kenny's virtual shopping system for the purpose of providing shoppers simulated real life presentation of products before purchasing decision is made online.

Kenny does not explicitly discloses said request comprising user-selected alteration of physical product exterior/interior options and said changed product presentation comprising said user selected alterations of physical product exterior/interior options.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision,

Art Unit: 2161

consumer would want to be presented with the vehicle of their choices in complete components when doing comparison shopping online.

Regarding to claim 2, Kenny discloses the system as defined in claim 1 but does not explicitly disclose said system wherein said at least one three-dimensional representation of said first product is a three-dimensional model of said first product.

However, Official Notice is taken that three-dimensional modeling is old and well known in the art. It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate three-dimensional modeling to Kenney for displaying product information to online shoppers for enhance visual presentation.

Regarding to claim 3, Kenny discloses the system as defined in claim 1. Kenney does not explicitly disclose said three-dimensional representation of said first product is at least one three-dimensional photograph of said first product.

However, Official Notice is taken that three-dimensional photorealism computer graphic is old and well known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include said feature to Kenney for enhance visual presentation for marketing purposes.

Regarding to claim 4, the system as defined in claim 1. Kenney does not explicitly disclose said system wherein said definition of said product display screen includes a manufacturer suggested retail price and an adjusted price.

Art Unit: 2161

Official Notice is taken that displaying product information including pricing is old and well known in the art. It would have been obvious to one of ordinary skill in the art at the time the invention was made to include manufacturer suggested retail price and an adjusted price for the purpose of providing consumer comparative pricing information.

Regarding to claim 5, the claimed invention contains limitation similar to claim 1 and therefore the same rejection applied (it is inherent that rotation is rotates about x, y, z in computer graphic).

Regarding to claim 6, the claimed invention contains limitation similar to claim 1 and therefore the same rejection applied (rotation about x, y and z with x being horizontal and y being vertical axis is inherent in computer graphic).

Regarding to claim 7, the claimed invention contains limitation similar to claim 6 and therefore the same rejection applied.

Regarding to claim 8, Kenney discloses a system as defined in claim 1. Kenney does not explicitly discloses said rotating is continuous.

Official Notice is taken that rotating object continuously is old and well known in computer graphic.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporating product rotates continuously for the purpose of providing shoppers multiple views of the product for enhance visual presentation.

Art Unit: 2161

Regarding to claim 9, the claimed invention is similar to the limitation of claim 1 and therefore the same rejection applied (rotating about a point within the interior of a three-dimensional object is inherent in computer graphic).

Regarding to claim 10, the claimed invention is similar to claim 9 and therefore the same rejection applied.

Regarding to claim 11, Kenney discloses the system as defined in claim 1. Kenney does not explicitly discloses said system wherein said three-dimensional representation can be rotated to illustrate a constant source of light.

However, Official Notice is taken that illumination is old and well known in computer graphic art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include illumination feature to Kenney's virtual product presentation and Burke's three dimensional product to create dept for enhancing visual effect.

Regarding to claim 12, Kenney discloses the system as defined in claim 1. Kenney does not explicitly discloses said system wherein said request to change said product presentation includes a request to change a product perspective view.

Official Notice is taken that presenting multiple views of a product is old and well known. It would have been obvious to one of ordinary skill in the art at the time the invention was made to present to shopper a different perspective view of the product at shopper's request (i.e. interior of a product) for the purpose of providing a different view of a product.

Art Unit: 2161

Regarding to claim 13, Kenney discloses the system as defined in claim 12. Kenney does not explicitly discloses said system wherein said request to change said product perspective view includes changing a reference angle.

However, Foley discloses method of changing perspective view of object by rotating about axis with specific angles (see page 184).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporating the changing of reference angle to alter perspective view of product to Kenney virtual shopping with Burke's three-dimensional product presentation for the benefit of presenting multiple views of product to shoppers.

Regarding to claim 14, the claimed invention is similar to claim 5 and therefore the same rejection applied (rotating about axis is inherently rotating to a different direction).

Regarding to claim 15, Kenney discloses the system of claim 1, wherein said request to change said product presentation includes a request to change a product configuration (see col. 6, lines 55-65).

Regarding to claim 16, Kenney discloses the system as defined in claim 1. Kenney does not explicitly discloses wherein said request to change said product presentation includes a request to change a product color.

Official Notice is taken that altering color to object is old and well known. It would have been obvious to one of ordinary skill in the art at the time the invention was made to include the

Art Unit: 2161

change of product color to the product presentation of Kenney's for the benefit of presenting product where color is an important element of decision making.

Regarding to claim 17, Kenny discloses a product configuration display system comprising:

at least one representation of a first product and at least one representation of a second product (see col. 6, lines 56-67).

a product display module including a definition of a product display screen accessible by a buyer terminal, said product display module configured to receive a request to change a product configuration through said product display screen, wherein said request to change includes modifying said at least one representation of said first product by said at least one representation of said second product, said product display screen by modifying said definition of the product display screen (see col. 6, lines 56-67).

Kenny does not explicitly discloses said first product and said second product are presented in three-dimensional and said first product is capable of being modified by second product to present a combination of product.

However, Burke discloses three-dimensional presentation on product are being offered to Internet shoppers (see page 10, paragraph 5).

Official Notice is taken that offering Internet shoppers with visual presentation from single product to multiple products is old and well known in the art.



Art Unit: 2161

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate the three-dimensional product from single product presentation to multiple product presentation at the shopper's request to Kenny for the benefit of offering consumer a visual comparison of products.

Kenny does not explicitly disclose said request comprising user-selected alteration of physical product exterior/interior options and said changed product presentation comprising said user selected alterations of physical product exterior/interior options.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision, consumer would want to be presented with the vehicle of their choices in complete components when doing comparison shopping online.



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Address: COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY, DOCKET NO.
-----------------	-------------	----------------------	----------------------

09/251,218 02/16/99 ELLIS

P AUTOB.060A

020995 TM02/0314  
KNOBBE MARTENS OLSON & BEAR LLP  
620 NEWPORT CENTER DRIVE  
SIXTEENTH FLOOR  
NEWPORT BEACH CA 92660

EXAMINER

TRAN, T

ART UNIT

PAPER NUMBER

2161  
DATE MAILED:

03/14/01

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Art Unit: 2161

Regarding to claim 18, Kenney discloses the system as defined in claim 17. Kenney does not explicitly discloses said system wherein said first product is a vehicle and said second product is an aftermarket product.

However, Official Notice is taken that selling vehicles and aftermarket product such as parts or accessories online is old and well known in the art. It would have been obvious to one of ordinary skill in the art at the time the invention was made to present these product in three-dimensional to Kenney's virtual shopping online for the benefit of providing shopper the virtual experience of being in the show room.

Regarding to claim 19, the claimed invention is similar to claim 28 and therefore the same rejection is applied.

Regarding to claim 20, the claimed invention is similar to claim 4 and therefore the same rejection applied.

Regarding to claim 21, the claimed invention is similar to a limitation of claim 1 and therefore the same rejection applied.

Regarding to claim 22, the system as defined in claim 17, Kenney does not explicitly discloses said system wherein said modifying includes removing substantially said at least one presentation of said second product from said at least one representation of said first product.

However, Official Notice is taken that changing presentation of product from single product to plurality of products or vice versa is old and well known. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify product

Art Unit: 2161

presentation to Kenny's virtual shopping system to with three-dimensional product of Burke as shoppers decide on what product to view.

Regarding to claim 23, Kenney discloses the system as defined in claim 17, wherein said modifying includes replacing substantially said second product contained within said at least one representation of said first product with said at least one presentation of said second product (see col. 6, lines 55-65).

Regarding to claim 24, Kenney discloses the system as defined in claim 17. Kenney does not explicitly discloses a system wherein said request to change includes superimposing said at least one representation of said first product and said at least one presentation of said second product.

However, Official Notice is taken that object superimposing one another is old and well known in graphic art. It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate this feature to Kenny's product presentment for marketing purpose.

Regarding to claim 25, Kenney discloses the system as defined in claim 17. Kenney does not explicitly discloses wherein said first product is a sub-product and said second product is a sub-product substantially similar to said first product.

Official Notice is taken that object superimposing one another is old and well known in graphic art. It would have been obvious to one of ordinary skill in the art at the time the invention

Art Unit: 2161

was made to incorporate this feature to Kenny's product presentation for providing the shoppers the benefits of comparing products.

Regarding to claim 26, the claimed invention is similar to claim 16 and therefore the same rejection applied.

Regarding to claim 27, the claimed invention is similar to claim 12 and therefore the same rejection applied.

Regarding to claim 28, the claimed invention is similar to claim 13 and therefore the same rejection applied.

Regarding to claim 29, the claimed invention is similar to claim 14 and therefore the same rejection applied.

Regarding to claim 30, Kenny discloses a product configuration display system comprising:

Kenny discloses at least one representation of a second product, said at least one presentation of second product modifying said at least one presentation of said first product (see col. 6, lines 55-65).

Kenny does not explicitly discloses at least one three-dimensional representation of a first product, said three-dimensional representation comprised of at least one three-dimensional representation of a sub-product of said first product, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product.

Art Unit: 2161

However, Burke discloses a three-dimensional presentation of product for online shoppers (see page 10, paragraph 5).

Foley discloses method of rotating three-dimensional object (see pages 181-182).

Official Notice is taken that presenting product and sub-product (i.e. interior of a product) is old and well known in the art.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to include a sub-product to the first product with the three-dimensional and rotational features of Burke and Foley to Kenney for the purpose of providing shoppers simulated real life presentation of product without physically at the marketplace.

Kenny does not explicitly discloses said modification comprising user-selected alteration of physical product exterior/interior options and said product.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision,

Art Unit: 2161

consumer would want to be presented with the vehicle of their choice in complete components when doing comparison shopping online.

Regarding to claim 31, the claimed invention is similar to claim 2 and therefore the same rejection applied.

Regarding to claim 32, the claimed invention is similar to the limitation of claim 30 and therefore the same rejection applied.

Regarding to claim 33, the claimed invention is similar to claim 22 and therefore the same rejection applied.

Regarding to claim 34, the claimed invention is similar to claim 23 and therefore the same rejection applied.

Regarding to claim 35, the claimed invention is similar to claim 24 and therefore the same rejection applied.

Regarding to claim 36, the claimed invention is similar to claim 25 and therefore the same rejection applied.

Regarding to claim 37, Kenny discloses a product configuration display system comprising:

a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal (see col. 2, lines 13-20, col. 4, lines 33-35), said data center configured to receive at least one request to change a product presentation from said buyer terminal (see col. 2, lines 15-20, col. 6, lines 55-65).

Art Unit: 2161

a plurality of buyer terminals located remotely from said data center and remote from one another, said buyer terminal operably connected with said data center (see col. 4, lines 33-35).

a product display module operably connected to said storage media and configured to execute in said data center, said product display module including a definition of a product display screen accessible by said buyer terminal (see col. 5, lines 44-65, col. 6, lines 1-3), said product display module configured to receive a request to change a product presentation through said product display screen, said product display module configured to display the changed product presentation in said product display screen by modifying said definition of the product display screen (see col. 6, lines 55-65).

Kenny does not explicitly disclose a least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product.

However, Burkes discloses three-dimensional presentation of products offered for Internet shoppers (see page 10, paragraph 5, means for product storage media is inherently required in order to display three-dimensional products on the Internet).

Foley discloses method for rotating three-dimensional objects (see pages 181-182).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Burkes' three-dimensional products and Foley's rotational



Art Unit: 2161

feature to Kenny's virtual shopping system for the purpose of providing shoppers simulated real life presentation of products before purchasing decision is made online.

Kenny does not explicitly disclose said request comprising user-selected alteration of physical product exterior/interior options and said changed product presentation comprising said user selected alterations of physical product exterior/interior options.

However, Mills discloses a modeling and designed CAD system used in manufacture of product design with 3D modeling of products and Gottschalk discloses the networking CAD system with Internet. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teaching of Mills and Gottschalk to the teaching of Kenny's virtual shopping to bring virtual shopping to consumer that enable consumers to visually see the complete product with different configuration according to consumer's choice. The examiner further asserts that since not many consumers would buy a car without visually seeing and/or test driving the final product including its options, it would have been obvious that when presenting the automobile online to consumers in order to influence their purchasing decision, consumer would want to be presented with the vehicle of their choices in complete components when doing comparison shopping online.

Regarding to claim 38, Kenny discloses a method of presenting at least one product configuration over a network, comprising the acts of:

providing a data center having a microprocessor operably connected to a storage media, said data center configured to be networked with at least a buyer terminal (see col. 2, lines 13-20,

Art Unit: 2161

col. 4, lines 33-35), said data center configured to receive at least one request to change a product presentation from said buyer terminal (see col. 2, lines 15-20, col. 6, lines 55-65);

providing a definition of a product display screen accessible by a buyer terminal, said definition of said product display screen includes a product presentation, wherein said product presentation includes at least one perspective view of said first product (see col. 6, lines 55-65);

receiving a request to change said product presentation from a buyer terminal (see col. 6, lines 58-60); and

modifying said definition of said product display screen according to said request to change said product presentation (see col. 6, lines 64-66).

Kenny does not explicitly disclose providing at least one three-dimensional representation of a first product stored in said storage media, said at least one representation of said first product capable of illustrating multiple perspective views of said first product by rotating said three-dimensional representation of the product;

However, Burkes discloses three-dimensional presentation of products offered for Internet shoppers (see page 10, paragraph 5, providing product storage media is inherently required in order to display three-dimensional products on the Internet).

Foley discloses method for rotating three-dimensional objects (see pages 181-182).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Burkes' three-dimensional products and Foley's rotational

Art Unit: 2161

feature to Kenny's virtual shopping system for the purpose of providing shoppers simulated real life presentation of products before purchasing decision is made online.

Regarding to claim 39, the claimed invention is similar to claim 2 and therefore the same rejection applied.

Regarding to claim 40, the claimed invention is similar to claim 3 and therefore the same rejection applied.

Regarding to claim 41, the claimed invention is similar to claim 4 and therefore the same rejection applied.

Regarding to claim 42, the claimed invention is similar to claim 5 and therefore the same rejection applied.

Regarding to claim 43, the claimed invention is similar to claim 6 and therefore the same rejection applied.

Regarding to claim 44, the claimed invention is similar to claim 7 and therefore the same rejection applied.

Regarding to claim 45, the claimed invention is similar to claim 8 and therefore the same rejection applied.

Regarding to claim 46, the claimed invention is similar to claim 9 and therefore the same rejection applied.

Regarding to claim 47, the claimed invention is similar to claim 10 and therefore the same rejection applied.

Art Unit: 2161

Regarding to claim 48, the claimed invention is similar to claim 11 and therefore the same rejection applied.

Regarding to claim 49, the claimed invention is similar to claim 12 and therefore the same rejection applied.

Regarding to claim 50, the claimed invention is similar to claim 13 and therefore the same rejection applied.

Regarding to claim 51, the claimed invention is similar to claim 14 and therefore the same rejection applied..

Regarding to claim 52, the claimed invention is similar to claim 15 and therefore the same rejection applied.

Regarding to claim 53, the claimed invention is similar to claim 16 and therefore the same rejection applied.

Regarding to claim 54, the claimed invention contains limitations of claims 21 and 37 and therefore the same rejection applied.

Regarding to claim 55, the claimed invention contains limitations of claims 22 and 37 and therefore the same rejection applied.

Regarding to claim 56, the claimed invention contains the limitations of claims 23 and 37 and therefore the same rejection applied.

Regarding to claim 57, a claimed invention contains the limitations of claims 24 and 37 and therefore the same rejection applied.